GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:3063
ANSWERED ON:17.12.2015
E-Marketing of Handloom Products
Pradhan Shri Nagendra Kumar

Will the Minister of TEXTILES be pleased to state:

(a) whether the government has formulated and finalised policy to promote e-marketing of handloom products in the country;

(b) if so, the details thereof and salient feature of the said policy;

(c) whether the Government has invited comments of various stakeholders before the finalisation of the of the said policy;

(d) if so, the details thereof and the extent to which such suggestions have been incorporated in the said policy; and

(e) the extent to which the producers and consumers of handloom products will be benefited on implementation of e-marketing of these products?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE)
IN THE MINISTRY OF TEXTILES
(SHRI SANTOSH KUMAR GANGWAR)

(a) to (d): Yes, Madam. The policy to promote e-marketing of handloom products has been finalized. Before finalizing the policy a meeting of all stakeholders was convened and suggestions were taken from them. The suggestions given by them after due deliberation have been incorporated in the policy.

Salient feature of the policy is as under:-

(i) E-commerce entity will make priority display of handloom products through a banner on its Home page leading to an exclusive section for certified/branded handloom products which either have 'India handloom' Brand or Handloom mark.
(ii) The rate of service charges which the e-commerce entity decides to levy within the limit prescribed will be notified to the O/o Development Commissioner for Handlooms so that it can be disseminated to all concerned for transparency.
(iii) After deducting the notified charges, e-commerce entity would ensure that the balance sale proceeds are promptly transferred to the bank account of the Handloom producers/weavers.
(iv) The approved e-commerce entity would also comply with any other guidelines/conditions as may be notified by the Development Commissioner for Handlooms in the interest of the handloom producers/weavers.

(e): By this policy the producers will be above to sell their products directly to consumers. Thus producer will get better price and consumer will get genuine product. The policy will be reviewed from time to time based on the experience.

******